

25. Directional Signs - Signs containing directional information about public places owned or operated by Federal, State, or local governments or their agencies; publicly or privately owned natural phenomena, historic, cultural, scientific, educational and religious sites; and areas of natural scenic beauty or naturally suited for outdoor recreation deemed to be in the interest of the traveling public.

#### STANDARDS FOR OUTDOOR ADVERTISING SIGNS

The following standards apply to the erection and maintenance of outdoor advertising signs, except directional and official signs, in all zoned and unzoned commercial and industrial areas located within 660 feet of the nearest edge of the right of way of Interstate and Federal-aid Primary Highways.

The standards established by the North Carolina Board of Transportation are to be applied to all Interstate and Federal-aid Primary routes. The requirements of local governing units which have outdoor advertising control within their zoning authority shall be applicable. However, the State or local requirement that is the more stringent or restrictive shall apply. It is the responsibility of the sign owner to insure compliance with State and local billboard control regulations.

##### 1. Size of Signs -

- (a) The maximum area for any one sign shall be 1,200 square feet with a maximum height of thirty (30) feet and maximum length of sixty (60) feet, inclusive of any border and trim but excluding the base or apron, supports and other structural members. If an advertising message appears on the base or apron, it will not be excluded from the maximum dimensions.
- (b) The area shall be measured by the smallest square, rectangle, triangle, circle, or combination thereof which will encompass the entire sign.